



Illinois
State Board of
Education

Adult,
Vocational and
Technical Education

I370.113

HOW

c.3

ILLINOIS STATE LIBRARY

OCT 25 1984

ILLINOIS DOCUMENTS

How to Design and Market Vocational Training Programs

How to Design and Market

Purpose

A major challenge facing vocational educators in the economic development arena is their ability to successfully design and market training programs to meet the needs of commerce and industry. To help in achieving this goal a series of videotapes with accompanying print material has been prepared for use by secondary, post-secondary, and adult educators. The instructional content for the training material is based on research that was conducted to determine the needs of educators in designing and marketing vocational training programs to serve business and industry. Throughout the two year project presentations by nationally known specialists were videotaped to audiences consisting of Directors of Business Assistance Centers and Directors of Vocational Education in actual training settings.

Materials

A total of 21 color videotapes in either a 3/4" or VHS format has been prepared. Each instructional audio-visual component has been timed and coded to facilitate planning and utilization. The videotapes and accompanying print materials include the following major topics:

1. The Economic Development Opportunity
 - a. A Plan for Economic Development as Perceived by
(Tape Number 20—48 minutes)
 - b. Economic Development and Employment Training—State of Illinois Priorities
(Tape Number 21—57 minutes)
2. Role of Vocational Education in Job Creation and Increasing Productivity
(Tape Numbers 1-2—2 hours)
3. Developing the Marketing Plan
(Tape Numbers 3-6—3½ hours)
4. Utilizing Labor Market Data and Occupational Information
(Tape Numbers 7-9—2½ hours)
5. Developing a Training Information Clearing-house and Designing Customized Training
(Tape Numbers 10-13—83 minutes)

Occupational Training Programs

6. How to Recruit, Train and Evaluate Staff
(Tape Numbers 12-14—93 minutes)
7. Selling Training Programs to Commerce
and Industry
(Tape Numbers 15-16—101 minutes)
8. The Funding of Training Programs Through
HITS and ITP—A Coordinated State of Illinois
Effort
(Tape Numbers 16-17—62 minutes)
9. Overview of Sources to Assist Commerce and
Industry in the State of Illinois in Securing
Financial Assistance
(Tape Numbers 17-19—109 minutes)

The length of training can range from 10 to over 20 hours depending upon the experience of participants and the objectives of the training.

Availability

The videotapes and accompanying print material will be available after August 1, 1984 on a loan basis through:

Illinois Vocational Curriculum Center
Sangamon State University
(800) 252-4822 (toll free within Illinois)

Also available are the following two slide tape presentations to assist in supplementing the videotapes:

“Education for Employment—Planning for
Economic Development: A Strategic
Approach”

“The Economic Development Challenge”

Target Audiences

Key Groups:

- Vocational Educators (secondary and post-secondary)
- Directors and Staff of Business Assistance Centers and U.S. Small Business Administration, Small Business Development Centers
- Economic Development Specialists
- Community Organizations

Response Card

- ☐ I would like information pertaining to scheduled presentations related to the materials and/or economic development.
- ☐ I would like to have technical assistance in planning and implementing economic development activities.
- ☐ I would like additional information

Please mail to:
E. Edward Harris
Northern Illinois University
Wirtz Hall 323
DeKalb, Illinois 60115-2854

I would like to borrow a copy of the following videotapes: (Please specify VHS or 3/4" cassette.)

<input type="checkbox"/> 1	<input type="checkbox"/> 5	<input type="checkbox"/> 9	<input type="checkbox"/> 13	<input type="checkbox"/> 17	<input type="checkbox"/> 21
<input type="checkbox"/> 2	<input type="checkbox"/> 6	<input type="checkbox"/> 10	<input type="checkbox"/> 14	<input type="checkbox"/> 18	<input type="checkbox"/> All
<input type="checkbox"/> 3	<input type="checkbox"/> 7	<input type="checkbox"/> 11	<input type="checkbox"/> 15	<input type="checkbox"/> 19	21
<input type="checkbox"/> 4	<input type="checkbox"/> 8	<input type="checkbox"/> 12	<input type="checkbox"/> 16	<input type="checkbox"/> 20	tapes

Type of tape

Other Materials: (Please specify)

Mail to:

Illinois Vocational Curriculum Center
Sangamon State University
Springfield, Illinois 62777

NAME	
POSITION	
AGENCY/BUSINESS/INSTITUTION	
STREET	
CITY	
STATE	ZIP CODE
()	
TELEPHONE (Area Code)	

Return To: _____


3 1129 00209 0066

UNIVERSITY OF ILLINOIS-URBANA



3 0112 122591347

Illinois State Board of Education

100 North First Street
Springfield, Illinois 62777

Walter W. Naumer, Jr.
Chairman

Donald G. Gill
State Superintendent of Education

An equal opportunity/affirmative
action employer